



## Commonwealth of Kentucky Public Protection Cabinet

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**FOR IMMEDIATE RELEASE**

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### **State Orders Profitable Sunrise to Stop Selling Investments in Kentucky** *Alleges Securities Fraud, Unregistered Products and Professionals*

**FRANKFORT, Ky. – (March 14, 2012)** –Today the Kentucky Department of Financial Institutions (DFI) issued an emergency cease and desist order against an international company called Profitable Sunrise and its operators.

The legal document orders brothers Roman and Radoslav Novak and their company to stop selling securities in violation of the Kentucky Securities Act. DFI alleges that the investment products and people selling them are not registered in Kentucky, and that the brothers committed fraud for omitting or misrepresenting facts on the company's website.

"Kentucky investors are being lured into these offers based on incomplete and incorrect information," said DFI Commissioner Charles Vice. "We strive to protect investors from fraud by requiring full disclosure by professionals who are registered to conduct business in the state."

Kentucky is one of at least 14 jurisdictions in the United States and Canada that is investigating Profitable Sunrise and its operators. DFI also has referred the case to the Kentucky Attorney General to investigate whether it is a pyramid scheme. DFI's order may be found online at <http://kfi.ky.gov/legal/Pages/securities.aspx>.

Roman Novak, of the United Kingdom, is the owner and founder of Profitable Sunrise. His brother, Radoslav, is an associate. They operate the company using a

website to promote and send information to potential investors. The website claims the investment options are “risk-free” with “a certain rate of return and no chance of default,” and it invites potential investors to “get richer with every sunrise.”

The company purports to provide short-term loans to businesses throughout the United States. They offer unrealistic returns and pay commissions to entice other investors, according to Vice.

“Investors should always be wary of offers that sound ‘too good to be true.’ But this also appears to be promoted through referrals and word-of-mouth, and Bible quotations online indicate that this group is targeting the Christian community in particular,” said Vice. “Always check out the product and person selling it before investing. Even someone you trust may already be a victim.”

Contact DFI to check the registration and complaint history of a securities professional at 800-223-2579, or use links at <http://kfi.ky.gov/public/Pages/invest.aspx>.

Investors can file a complaint or fraud report with DFI by phone or online at <http://kfi.ky.gov/complaint/Pages/securities.aspx>.

DFI, <http://kfi.ky.gov>, is an agency in the Public Protection Cabinet. For more than 100 years it has supervised the financial services industry by examining, chartering, licensing and registering various financial institutions, securities firms and professionals operating in Kentucky. DFI’s mission is to serve Kentucky residents and protect their financial interests by maintaining a stable financial industry, continuing effective and efficient regulatory oversight, promoting consumer confidence, and encouraging economic opportunities.

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